

MOTION BY SUPERVISOR GLORIA MOLINA

October 7, 2008

This November, residents of the unincorporated areas of Los Angeles will have the opportunity to decide whether to validate and reduce Los Angeles County's existing Utility Users Tax (UUT), "Measure U". Over the last decade, the proceeds from the existing UUT were used by this Board to support critical law enforcement, safety, health and infrastructure services in the unincorporated areas of the County. It is fitting that those who are taxed receive the benefit of their contributions. My concern, however, is that with the many measures, including tax measures on the November ballot, residents in the unincorporated area may not be receiving clear, informative and unbiased information about Measure U and its direct impact on their lives.

Until recently, it was my understanding that public agencies which vote to put measures on a ballot could not also vote to allocate public funds to support a media campaign about those same measures. However, recently, County Counsel in coordination with Metropolitan Transportation Authority (MTA) Counsel determined that MTA may legally allocate over \$4.1 million dollars for outreach, education and the

MOTION

Molina	_____
Yaroslavsky	_____
Knabe	_____
Antonovich	_____
Burke	_____

provision of impartial informational materials on Measure R to every household in Los Angeles.

In light of this new understanding, each of the residents of the unincorporated areas of Los Angeles deserve the same opportunity to be informed about the UUT (Measure U).

**I, THEREFORE, MOVE, THAT**

- 1) The CEO in coordination with appropriate County agencies and County Counsel, immediately develop a fair, impartial, and accurate outreach and educational program that will inform residents of the unincorporated areas of the County about the Utility Users Tax (Measure U) on the November ballot. The program should include direct mail to each household in the unincorporated area; regional newspaper; vehicle space; radio; and information on the County website. County Counsel will review all materials to ensure that any information provided is fair, impartial and accurate; and
- 2) The CEO will allocate \$12 million dollars for this informational program.